

Rep Order# 6815511 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order# 769182

Printed: 05/15/2012 2:31 PM

1 of 2

Last Received: 05/15/2012 11:18 AM  
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 550  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/550  
Flight Dates 05/17/2012 - 05/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=^

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	3P-4P	PEOPLE'S COURT	:60	\$100.00	05/18-05/18	1	1	1	\$100.00	
	2	TU	3P-4P	PEOPLE'S COURT	:60	\$100.00	05/22-05/22	1	1	1	\$100.00	
	3	F	630P-7P	FOX TOL NW-630	:60	\$120.00	05/18-05/18	1	1	1	\$120.00	
	4	TU	630P-7P	FOX TOL NW-630	:60	\$120.00	05/22-05/22	1	1	1	\$120.00	
	5	TH	10P-11P	FOX-NEWS AT 10	:60	\$350.00	05/17-05/17	1	1	1	\$350.00	
	6	M	10P-11P	FOX-NEWS AT 10	:60	\$350.00	05/21-05/21	1	1	1	\$350.00	
	7	W	10P-11P	FOX-NEWS AT 10	:60	\$350.00	05/23-05/23	1	1	1	\$350.00	
	8	SA	10P-1030P	FOX TOLEDO NWS	:60	\$350.00	05/19-05/19	1	1	1	\$350.00	
	9	F	11P-1130P	SEINFELD	:60	\$120.00	05/18-05/18	1	1	1	\$120.00	
	10	TU	11P-1130P	SEINFELD	:60	\$120.00	05/22-05/22	1	1	1	\$120.00	

---REPORT TOTALS---

Report Totals: 10 / \$2,080.00

---SALES MONTHLY TOTALS---

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Salesperson FAX# 215-567-5938

May 12: 10 / \$2,080.00

Sales Totals: 10 / \$2,080.00

Station Totals: 10 / \$2,080.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$41,600	CATV	0%	WNCT	0%	WNWG	6%	WTOL	37%	WTVG	52%
		WUPW	5%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE